



Clay County, Missouri

Purchasing Department

Administration Building
1 Courthouse Square ~ Liberty, MO 64068

DEPARTMENT OF PURCHASING AND CONTRACT SERVICES RFP 18-16, ADVERTISING AGENCY SERVICES ADDENDUM NO 1

Dear Vendor,

The original Request For Proposal (RFP) remains in effect except as revised by the following changes, which shall take precedence over anything to the contrary in the specifications.

Except as amended by this Addendum, all terms and conditions of the RFP remain unchanged.

The Closing date has been extended to July 28, 2016 at 2:00 P.M.

If you have already submitted your proposal response; you do not need to resubmit unless this Addendum No. 1 has changed your response.

1. Are out of state agencies with tourism expertise something that you would consider?

A-1: We will consider out of state agencies.

2. What is your relationship with the incumbent agency (if there is one) and are they being considered for this RFP as well?

A-2: We are currently working with a couple of vendors. If they decide to submit for the RFP, we will consider them as well.

3. Is this an open RFP, or closed to select agencies?

A-3: Open to whoever would like to submit.

4. Are you accepting submissions from agencies that are not full-service (i.e. agencies that exclusively offer media planning/buying services)?

A-4: Looking buying, managing and design.

5. If you are not accepting media-only agency submissions, are you accepting multi-agency submissions (creative agency and media agency partnership)?

A-5: Partnership submissions would be acceptable.

6. If applicable, will multi-agency submissions be considered equally with full-service submissions?

A-6: Yes.

7. Is the list of markets in section B.1 the definitive target market list for Clay County based on tourism data?

A-7: It is available target markets based on the Missouri Division of Tourism's Promote Missouri Marketing Matching Grant.

8. 2.2.1 References "up to \$300,000 for media buy alone." As hourly rates, fees etc., can sometimes be discounted based on guaranteed volume, is there a minimum media buy amount that can be guaranteed for such a discount? Additionally, what is the budget for non-media expenses such as research, planning, creative development, etc.?

A-8: The amount for media buy is based on the Missouri Division of Tourism's Promote Missouri Marketing Matching Grant funds that we are approved of. It will depend year to year what we are approved for based on our budget. In 2016 the research/planning budget is \$35,000. Some advertising was done outside of the grant.

9. 4.6.2 Notes preference to Missouri firms. Is there an additional preference toward firms and/or individuals residing and/or doing business in Clay County?

A-9: We will look at all submissions, and base off needs of the Tourism Department.

10. 4.17.16 mentions possibility of multiple vendors. "Advertising Agency Services" are generally understood to be conveyed under an agency of record agreement which would mean a level of exclusivity, much the same way that when listing a home for sale, there is one agent's sign in the yard. This is also something that most media vendors require. They will not negotiate with multiple agencies representing the same client. Is the intent therefore of this proposal to result in an AOR agreement with the proposer?

A-10: We are considering all proposals.

11. 5.34.9 References application and timeframe for late fees for payments by the county. Can this be interpreted as a commitment by the county to pay prior to late fees being assessed? If not, what is the timeframe for payment to which Clay County commits?

A-11: The County will submit the invoices in a timely manner. No committed timeframe.

12. In 3.2.2 under Media Buy, it references payment to vendors. Are you looking for agency to pay media vendors directly, then be reimbursed by Clay County? Or, to arrange the media placement & invoices and have Clay County pay media vendors directly?

A-12: 3.2.2 – We are open to either arrangement. Clay County can pay either the agency or the media vendors directly.

13. In 3.2.3 & 3.3.2 it references TV ads. Is Clay County interested in having TV ads produced as part of its tourism campaign, or simply have the agency evaluate and provide recommendations on a variety of advertising channels (including TV) as part of the campaign development? Trying to understand if TV ads are an expected deliverable.

A-13: 3.2.3 & 3.3.2 – We would be interested in TV ads as our budget allows. We are looking forward, and hope in a few years budget will be available. If this comes to fruition, then we will look for the agency to help in the whole process from narrowing down channels that would best benefit to help in the production or select a production company.

ACKNOWLEDGEMENT

Each bidder shall acknowledge receipt of this Addendum No. 1 of RFP No. 18-16, Advertising Agency Services by their signature affixed hereto, and shall attach this Addendum to the original RFP.

CERTIFICATION BY BIDDER

SIGNATURE _____

TITLE _____

COMPANY _____

DATE _____

Cordially,



Ethel Kitchell, Purchasing Specialist II